

# BlackbirdGo Overview

## Customer Sign-Up Funnel Information



### Customer Sign-Up Funnel

Visitors to BlackbirdGo.com or via any of Blackbird's retail partner website menu embeds must sign up to order online through the platform for home delivery. Any persons ordering online must be verified by a Blackbird team member as either a medical patient or a recreational consumer.

1. This is the first modal to populate when users select "Sign Up" from site header. The new user's email is requested, requiring them to all set a password for their account and specify whether they are a medical marijuana patient.

The screenshot shows a modal titled "Create account" with a close button (X) in the top right corner. The form contains three input fields: "Email", "Password", and "Confirm password". Below these fields is a question "Are you a medical cannabis patient?" with two radio button options: "Yes" and "No". The "No" option is selected. At the bottom of the form is a blue "Sign up" button. Below the button, there is a link "Already a have an account?" followed by a "Sign in" button.

- After completing this step users are sent an email to confirm their email address. By confirming their email, users are agreeing for Blackbird to correspond with them via email for order communication and marketing purposes.

The screenshot shows a modal titled "Confirm Your Email". Below the title, there is a message: "This will confirm your email address. Your account may still need additional information to be verified." At the bottom of the modal is a blue "Confirm Email" button.

- The second modal in sign-up funnel requests the user's first name, last name, and phone number. By detailing their phone number, users are providing Blackbird and retail partners a communication method to reach them.

1 2 3 4 5 X

Name and phone

First name

Last name

Cell phone

Save & Continue

1 2 3 4 5 X

Name and phone

First name  
Cannabis

Last name  
Consumer

Cell phone  
(123) 456-7899

Save & Continue

- The third modal in the sign-up funnel requests the user's delivery address. An address is required for all users, regardless if they will order online for pickup or delivery.

1 2 3 4 5 X

Delivery address

Address

Apt #

City

State

Zip code

Save & Continue

1 2 3 4 5 X

Delivery address

Address  
123 Cannabis Road

Apt / unit  
420

City  
Oakland

State  
CA

Zip code  
94600

Save & Continue

- The fourth modal of the sign-up funnel requests user's government id number and a photo of government id.

1 2 3 4 5 X

Upload government ID

Government ID number

Upload photo of license, passport, or ID

Save & Continue

Skip & add later

1 2 3 4 5 X

Upload government ID

Government id number  
I1234562

Upload photo of license, passport, or ID

Save & Continue

Skip & add later


- If the user specified they were not a medical marijuana patient, this is where the sign-up funnel ends.
5. The fifth modal of the sign-up funnel will only populate if the user specifies they are a medical marijuana patient. The modal requests their medical card number and a photo of medical card / medical card recommendation.

1 2 3 4 5 X

### Upload medical card or doctor recommendation

Medical card number

Medical card or doctor's recommendation



Save & Complete


Skip & add later

1 2 3 4 5 X

### Upload medical card or doctor recommendation

Medical card or doctor's recommendation number  
5832276182

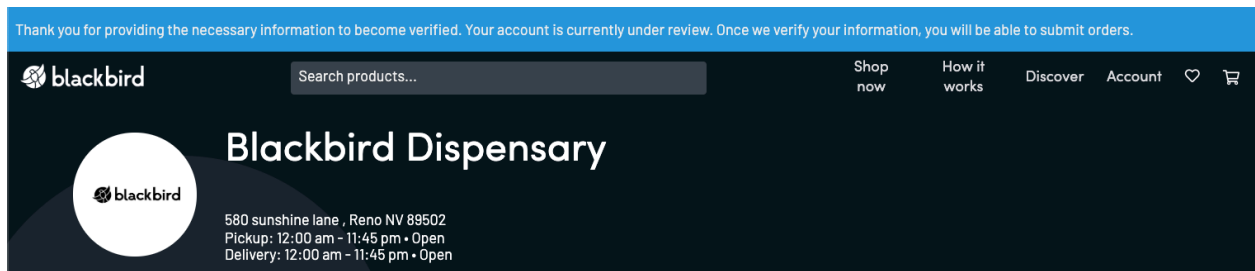
Medical card or doctor's recommendation



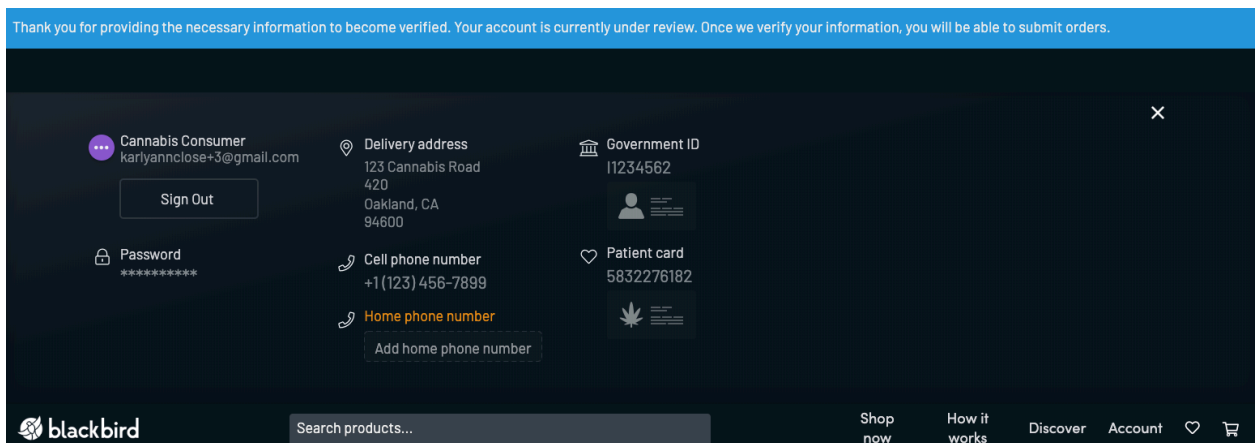
Save & Complete

Skip & add later

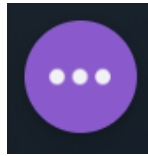
6. Upon selecting “Save & Complete” users are brought back to the BlackbirdGo menu (or menu embed) that they completed the sign-up process on. A banner will appear at the top of the page letting the user know their account is being verified.



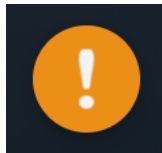
- Consumers can monitor their account verification status by clicking on Account and reviewing the symbol next to their name.



- Newly submitted accounts are set to *pending* status until such time a Blackbird team member reviews the account to verify the user may legally purchase marijuana products as an adult use customer or a medical patient. Pending statuses are illustrated by the purple ellipses' icon.



- Once the user's pending account has been reviewed but has been selected as *unverified* by a Blackbird team member, their account updates to the *unverified* status. As an unverified user, they are unable to order online for pickup or delivery from any retailer. If the user account is unverified the user is sent a notification email providing additional details on why their account could not be verified. The unverified status illustrated by the orange exclamation point icons.



- Once the user's pending account has been reviewed and selected as *verified* by a Blackbird team member, their account updates to verified status. As a verified user, they are able to order online for pickup and delivery from Blackbird retail partners of their choice. The verified status illustrated by the blue badge icons.



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- Once a Blackbird team member reviews and verifies a user account, the newly verified user is sent a notification email alerting them that they may now order online through BlackbirdGo.com. A congratulations email is sent to users when their account has been *verified* notifying them they may order online.

